

WHAT IS CLAIMED IS:

- 1 A method of enabling a person to use a mass transport system wherein a passenger uses a
 5 transportation pass, the method comprising validating the pass for conducting a commercial
 transaction outside the system.
2. The method of claim 1, wherein the pass gets validated electronically.
3. The method of claim 1, wherein the validating comprises modifying an amount of
 10 electronic money.
4. The method of claim 1, wherein the pass is validated for the transaction restricted to a
 predetermined geographic vicinity of the system.
5. The method of claim 1, wherein the validation relates to enabling to receive a discount in
 15 the transaction.
6. The method of claim 1, wherein the validation relates to reducing a fare for the system.
7. The method of claim 1, wherein the pass gets validated for conducting the transaction
 20 during a limited time period.
8. The method of claim 1, wherein:
 - the pass gets validated for conducting a respective commercial transaction during a respective
 pre-determined time period.
9. The method of claim 1, comprising monitoring the pass entering and exiting the system
 for profiling the passenger.
10. A method of enabling a person to conduct a commercial transaction with an electronic
 30 card, the method comprising validating the card upon completion of the transaction conducted
 outside a mass transport system for enabling the person to use the card as a transportation pass in
 the system.
11. The method of claim 10, wherein the pass gets validated electronically.
12. The method of claim 10, wherein the validation comprises modifying an amount of
 electronic money.
13. An electronic card for use both as transportation pass in a mass transport system and
 40 for conducting a commercial transaction outside the system.
14. The card of claim 13, for being validated by the system for the transaction.
15. The card of claim 13, for being validated for use as the transportation pass upon the
 45 transaction.

16. The card of claim 15, for being validated to receive a discount on a fare upon completion of the transaction.

5 17. A method of controlling an infrastructure of a geographic area wherein passengers use a mass transport system, the method comprising:

- monitoring transportation passes interacting with the system; and
- based on the monitoring providing incentives for the passengers to conduct a commercial transaction outside the system using the transportation passes as tender.

10 18. The method of claim 17, comprising creating a profile of a flow of passengers through the system.